



With limited options available for contract and vendor management, most credit unions were using manual processes to manage contracts. Many times, they had several people managing various contracts in multiple systems and formats.

FSG sought to locate a best-in-class vendor management solution by looking at what Fortune 500 companies utilized to meet their needs. We partnered with iasta to create a model that made sense for credit unions.

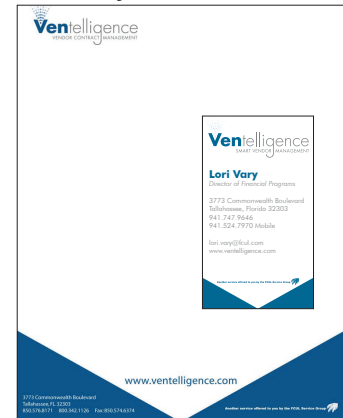
Ventelligence rolls off the tongue so smoothly, it almost sounds like a real word.



Working with the FSG management team, three brainstorm sessions were held, resulting in the new product name, Ventelligence. This new product name met the fundamental objective of linking the two most important words we were trying to communicate, vendor and intelligence. Ventelligence rolls off the tongue so smoothly, it almost sounds like a real word.

Ventelligence was launched in the fall of 2008. One year later, our program made headlines in the largest industry publication. Within two years, there were more than 25 credit unions on the program.

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